

**"Let Georgetown Do Its Bit"**  
**National Campaign**  
**For Funds**  
**Red Cross Society**  
**Georgetown Branch**  
**Week of November 13th**

Canvassers will call at your home, soliciting donations to this worthy fund for war work, and you are asked to be as generous as possible.

We know that you want to help and that you and your family are willing to make some real sacrifices for this purpose. Many people will be able to give substantial amounts but the small gift is quite as important as the large one because it shows a willingness to help. We hope that every family in the community will be able to give at least Fifty Cents a month.

The Captains of collectors for the various Wards in town are:  
 Ward I—N. H. BROWN  
 Ward II—A. H. FELLER and D. P. CRICHTON.  
 Ward III—W. NODWELL

**WM. H. LONG**  
 GENERAL CHAIRMAN CAMPAIGN FUND.



**MOTHER NATURE** in a destructive mood, can be particularly vicious, but in her vilest moments she is not much worse than a man-made organization whose Machiavellian actions of destruction every working day, exercise a profound influence on the lives of Canadian citizens... and, paradoxically enough, all with the purpose of making everyday life safer for people in Canada and other countries.

"Destroy to save" is the motto of this organization, whose story of almost maniacal destruction goes back to the year 1892 when a young electrical engineer in the United States conceived the idea of advance testing of materials for fire hazard. He sold the idea to fire insurance underwriters who, with some hesitation, appropriated \$300 to finance a small testing shop, an office and a helper or two.

The development of the idea sounds like a wild dream of Dante. Today, the result is an organization known as Underwriters Laboratories Inc., which is actually asked by manufacturers to destroy and test their materials so that the public may be safeguarded. It does not make or manufacture anything; it sells nothing; it earns no profits; it pays no dividends, but its work has a direct bearing on the household of every Canadian between Sydney, Cape Breton and Victoria, B.C.

All it issues is a small tag bearing the words "Underwriters Laboratories Inspected" but before that tag is attached to any article, be it a piece of iron, an electric machine, a machine, a steel safe, roofing material, garden hose, a baby incubator or an electric switch, that article must pass tests, to describe the severity of which there is hardly an adjective in the dictionary.

Working with the knowledge that man-made destruction is probably the greatest single cause of fires, it says to manu-

facturers, in effect, "Give your product such a margin of safety that, even if used dumbly or carelessly, it's still safe." As an instance, a Canadian housewife may leave an electric iron, fully heated, to answer the door bell and be detained so long that there is danger of fire. But the laboratories guard any excessive danger in that direction by refusing to pass such an iron until its safety factor has been increased to take care of such contingencies. And the list of equipment which the laboratories test, to make doubly sure that extra safety factor is there, comprises 391 pages of fine print in two columns with a supplement of 85 additional pages.

The laboratories test such a variety of articles that it would require a small book alone, to list them. But they include such things as fire protective appliances, sprinkler systems, fire extinguishers, fire hose, safes, alarm systems.

They "fool" around with gasoline and motor engines so that automobiles can be and are made almost fool-proof. They set a miniature roof on fire, and even help it to burn fiercely by applying a wind machine in its direction... all so that they may determine the degree of fire resistance in that material. They have the most ingenious machines for twisting, twisting and destroying all sorts of gadgets which are used in the office, the home or the factory. They will test a safe by filling it with papers, and then put it in a gas fire furnace where the heat goes up to 2000 degrees, for one hour. When it comes out it is pulled up by block and-tackle to a height of three stories and dropped onto a pile of bricks... simulating what might happen in a fire. But, that is not the end. If it passes that test it goes back into the furnace for another hour... and all so that that particular type can have a small tag attached... if it passes the test.

Incubators for chickens, permanent wave machines, tear-gas devices, electrically-heated blankets, insecticides, refrigerators, just to mention only a few, are "put through the mill," and even when the samples have proved satisfactory the laboratories' work does not end there.

Articles approved, and entitled to use the tags, are listed. These lists are made available, in Canada, through "Board" companies and their associations such as the Canadian Underwriters' Association, through municipal inspectors, architects and professional engineers. In Canada, the "Board" companies' organizations keep close records of the number of tags sold to those entitled to use them... and woe betide the individual or firm which misuses them because those tags are the guarantee of safety to the public.

Today, 47 years after the birth of the idea, the laboratories have worldwide ramifications. Their work extends into Canada; they have branches, plants and representatives scattered all over the North American continent. They maintain travelling electrical laboratories... automobiles equipped with all sorts of testing apparatus to visit manufacturers' plants and spread the gospel of increasing safety for the public. In Canada and the United States there are 175 places where representatives of the laboratories can be consulted while they also maintain close contact with the research departments of the Canadian, British and American governments.

Their only purpose is service for safety's sake. They test thousands of articles but recommend none even when the articles have passed all the tests. And, all in all, their work of "destroying to save" saves millions and millions of dollars a year to Canadians alone, to say nothing of the safeguarding of lives.

**Red Cross**

Some realization of the burden placed by war on the shoulders of the nation for purposes other than the actual prosecution of war and the maintenance of active forces, is provided by a study of the recently published survey of the activities of the Canadian Red Cross Society during the period of 1914-1919.

Organizing swiftly for the "care of the sick and wounded among the forces," the Red Cross soon found itself undertaking duties not anticipated at first, and extending its influence in other spheres which still fell within the jurisdiction of its objects. Among these jobs were the establishment of an information bureau, centred in London, which effected contact with every wounded man and provided him with extra comforts; erection of a prisoner of war bureau which sought the International Committee in Geneva, each prisoner and provided him with six parcels of food, clothing and tobacco every month; establishment of "on-leave" hostels in England where good, cheap beds and meals could be obtained, and many other such tasks.

In addition to the primary function of providing "every form of medical need in connection with the services," the total of the work done by the Red Cross meant the enrolling of thousands of voluntary unpaid workers, the raising of large sums of money, and the co-ordinating of war work by many groups which might otherwise have duplicated the work of others, or whose well-meant contributions might have gone astray or been so improperly packaged and shipped as to confuse, rather than assist, the army officials.

In the five year period until the end of 1919 (because signing of the armistice merely meant the acceptance of a big rehabilitation job for Red Cross), a total of \$9,073,485 was raised for the use of the Canadian Red Cross, a further \$5,250,000 was raised and handed over to the British Red Cross, and approximately \$20,000,000 in materials, medical supplies, surgical equipment, ambulances and various stores was shipped to England, France and elsewhere. Several hospitals were opened and equipped, two complete ambulance units were provided, and countless other contributions were made such as grants and stores to refugee agencies in France, Poland, Austria and other countries.

Today the Red Cross faces an even further burden. Since 1919, the Canadian Red Cross Society has developed a peace-time program which has become an accepted, and much-needed, national service. Outpost hospitals in remote areas, totalling 43 last year, treated 46,671 patients, with a staff of 118 nurses. Disasters, such as the Rainy River bush fire, have found Red Cross prepared to render aid and to lead in the re-establishment of citizens afterwards. Thousands of under-privileged expectant mothers depend upon Red Cross volunteer nursing classes for advice on the care of thousands of mother-regularly-taken courses in home nursing and child care. In assistance to soldiers alone, \$161,896 was expended last year, and crippled children received orthopedic appliances and aid totalling \$54,802.

The peace-time work developed since the conclusion of the last war when Red Cross became recognized as the local national organization peculiarly fitted and equipped to accomplish the work, has necessitated a million-dollar budget during each

**WARNING!**



**SHIVERS AHEAD!**  
**GET YOUR COAL!**

Cold weather's sneaky! It creeps up on you. Will its first unexpected blast catch you short of coal? You'll shiver! You'll sneeze! You'll huddle!

Order Old Company's Anthracite today. Then—let winter come when it pleases! Your binful of "Old Company" means a houseful of warmth—from winter's first nip to its last. Heats more evenly... heats more economically... because it's harder... slower burning.

Order today before you forget... and have to shiver in a cold house.



**J. B. Mackenzie & Son**  
 GEORGETOWN  
 PHONE 33

**REMEMBRANCE DAY**

Poppy Campaign to Take Place on November 11th

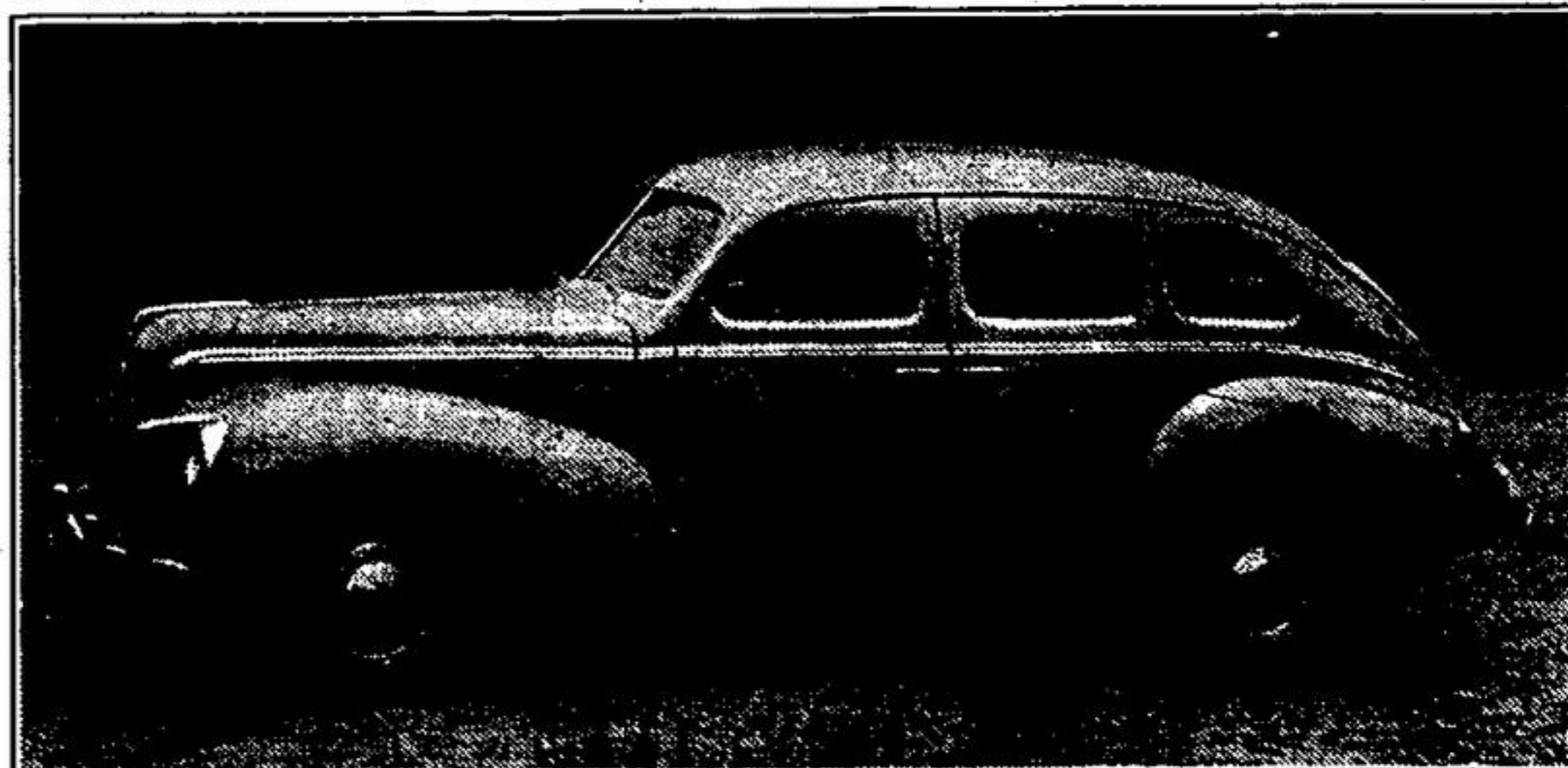
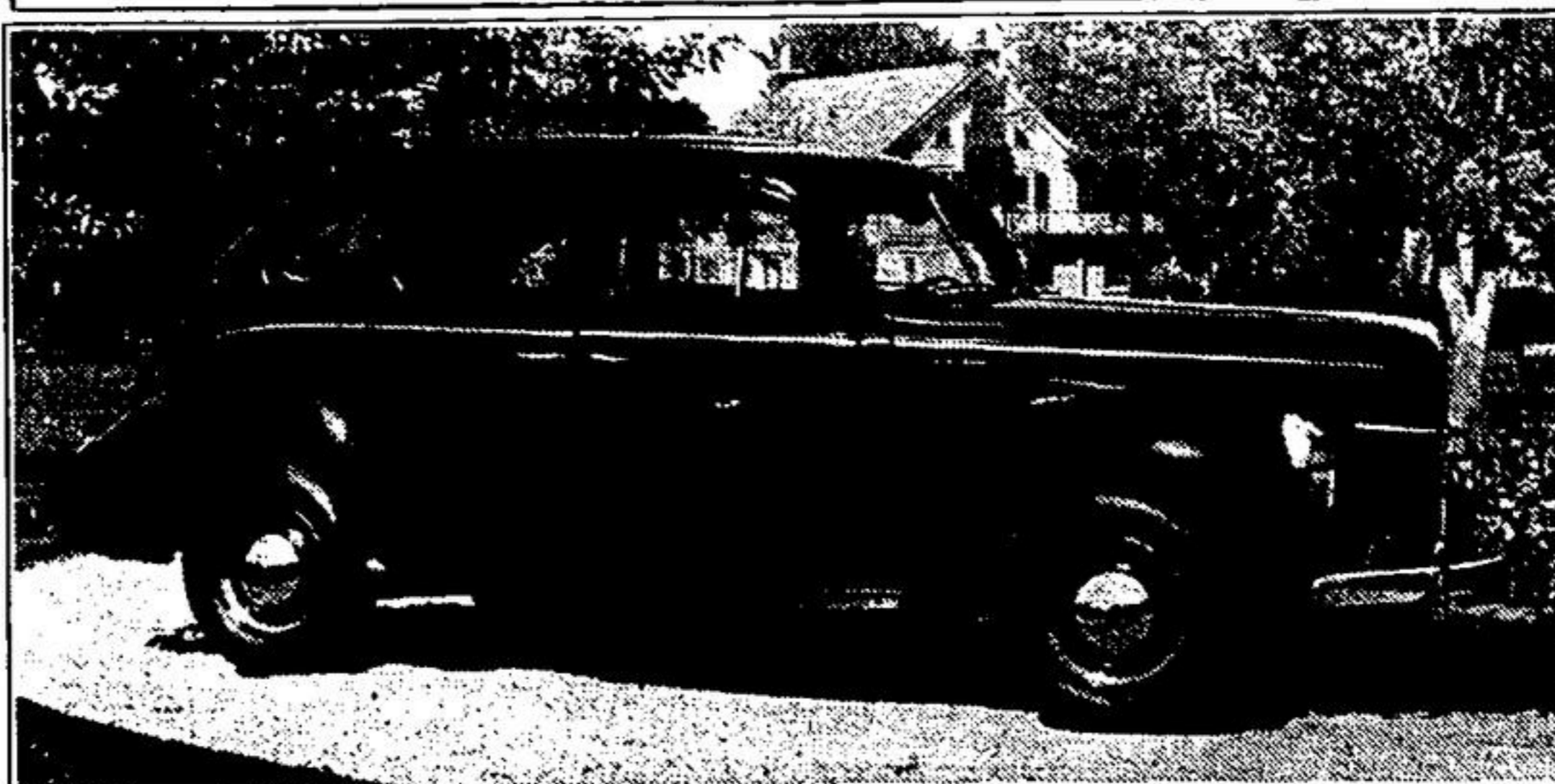
Needs of the men who have already fought for democracy should not be overlooked in attending to the needs of those now carrying on, Brigadier W. W. Foster, Dominion president of the Canadian Legion said on Wednesday in announcing the usual sale of poppies on Remembrance Day, November 11.

Even greater public support than usual is urged by the Legion on behalf of those who benefit by the sale of poppies, manufactured by ex-service men of the first Great War for veterans in distress.

Announcement of the Legion's aims was made by Brigadier Foster in view of a belief that with another war in progress, Canada would discontinue observance of Remembrance Day. He said in Great Britain, where the war is very close to home, there is no let up in the drive to assist needy veterans through the sale of poppies. Sale of poppies each November serves a double purpose, the Legion president said. Since only disabled ex-service men are engaged in the manufacture of these tokens of remembrance, increased sale of the poppies means more work for men who need it. The actual proceeds from the sale of poppies goes into a fund for assistance to needy war veterans not receiving aid from any other source.

This year, Brigadier Foster said, it is hoped to reach an objective of 3,000,000 poppies and 25,000 wreaths in the annual drive for funds.

**New 1940 Ford V-8 and Mercury 8 Cars**



MANY improvements have been incorporated in the Ford V-8, Deluxe Ford V-8 Fordor sedan, an ideal family car with increased interior roominess and distinctive modern exterior design. There are three Ford V-8 models and five Deluxe Ford body types. The Mercury 8 town sedan (bottom) is a four door car of striking beauty. Both front and rear seats hold three persons comfortably. Five Mercury 8 body types are available with a wide choice of colours.